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## F Terms (Reference)

2H006 DA00

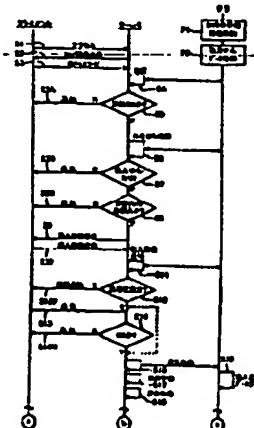
**5B049 BB41**

(54) Title of the Invention: A Contact Len Sales System and a Sales Method

**(57) [Abstract]**

[Problem] Disposable contact lenses can be repurchased in time in the desired quantity without taking time and when required.

**[Means of Solution]** In the sales system, purchase information from a user that has been sent via a communications network is received (steps S9 to S11) and sale of the contact lens is managed on the basis of information about the user's prescription and purchase information by the ophthalmologist that has been stored in advance (steps S1 to S8, S12 to S18, P1 and P2).



[NOTE: Key on following page is by position in the figure and in conjunction with designating symbols]

. Key to Diagram on Page 1

### Clien

## Server

## (P1) User registration information housing

### (S1) access

(S2) top screen display  
(S3) ID/password

**(S5A) notification**

### **confirmation**

## (P2) Prescription data housing

**confirmation OK? (S5)**

(S7N) notification is there a prescription? (S7)

(S8N) notification is repurchase within time limit? (S8)

(S9) purchase [illegible] indication

**(S10) purchase information transmission** purchase information received

(S12Y) confirmation notification abnormal order?

**(S13) response**

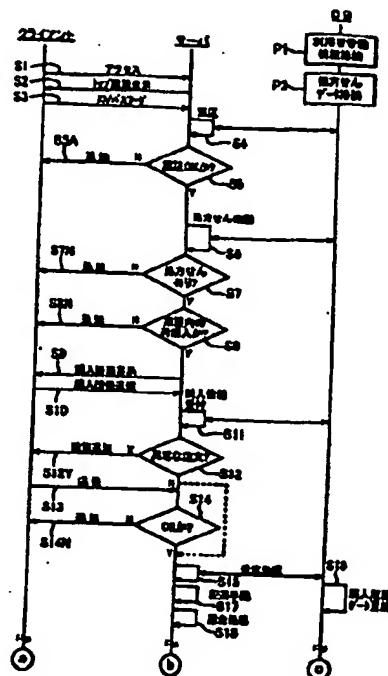
**(S14N) notification**

## Order receipt processing

### Sending memo (S17)

## Billing processing (S18)

## Purchase history data update



**[Claims]**

**[Claim 1]** A sales system for contact lenses characterized in that it is a sales system for disposable contact lenses that is provided with a receipt step in which purchase information from the user that has been sent through the agency of a communications network, a storage step in which the user's prescription information is stored in advance by the ophthalmologist and a management step in which sale of the aforementioned contact lens is managed on the basis of aforementioned purchase information and the aforementioned prescription information.

**[Claim 2]** A sales system for contact lenses characterized in that, in the system described in Claim 1, the aforementioned purchase information includes the purchaser's name and the purchase date and in that the aforementioned management step is provided with a retrieval step that retrieves a prescription that conforms to the aforementioned purchaser name from the information on the aforementioned prescription, a time limit evaluation step that includes the information on the prescription that has been retrieved by the aforementioned retrieval step and that evaluates whether or not the aforementioned purchase date is within the effective time limit set by the ophthalmologist and an approval-denial instruction step that approves purchase of the aforementioned contact lens when it has been evaluated by the time limit evaluation step that the aforementioned purchase date is within the effective time limit and that denies purchase of the aforementioned contact lens when it has been evaluated that the aforementioned purchase date exceeds the aforementioned effective time limit.

**[Claim 3]** A sales system for contact lenses characterized in that, in the system described in Claim 2, the aforementioned management step is provided with an approaching time limit evaluation step that evaluates the information on the prescription that the aforementioned storage step has stored from the standpoint of whether or not the aforementioned effective time limit is drawing close and with a notification step that notifies the user of the prescription that is the object of evaluation that the effective time limit of the prescription is approaching together with the ophthalmologist's examination guidelines when it has been evaluated by the aforementioned proximity evaluation step that the aforementioned effective time limit is approaching.

**[Claim 4]** A sales system for contact lenses characterized in that, in the system described in Claims 2 and 3, the aforementioned management step is provided with a pertinent remaining quantity estimation step that estimates whether or not the remaining quantity of the pertinent contact lens that the user who purchased the aforementioned contact lenses believes is on hand is

below a specified level and with a sales prompting step that prompts supplementary purchase by the user of the prescription that is the object of estimation when the remaining quantity estimation step has estimated that the remaining quantity is below a fixed level.

**[Claim 5]** A sales system for contact lenses characterized in that, in the system described in Claims 1 to 4, the aforementioned communications network is the internet and in that said sales system is a server system that is established on the aforementioned internet.

**[Claim 6]** A sales system for contact lenses characterized in that it is a sales system for disposable contact lenses, in that it receives and stores in advance purchase information from the user that is sent through the agency of a communications network and in that sale of the aforementioned contact lenses is managed on the basis of the information on the user's prescription from the ophthalmologist and of the aforementioned purchase information.

**[Detailed Description of the Invention]**  
**[0001]**

**[Technological field of the invention]** This invention relates to a sales system and sales method for disposable contact lenses that is based on a server system that is established on the internet.

**[0002]**

**[Prior art]** In recent years, contact lenses have come into use by many people for such reasons as the fact that their field of vision is wider than that of eyeglasses. Among contact lenses, there has been a rapid spread in the use of soft type (so-called disposable type) contact lenses because of their convenience in that they do not have to be washed.

**[0003]** When a user purchases contact lenses, an examination is performed by the ophthalmologist and a maker manufactures the contact lens on the basis of the prescription that is recorded in the examination. In the case of disposable contact lenses in particular, when the prescription has been submitted to the maker, lenses can be repurchased without a prescription during a fixed time period that is designated in the prescription. This time period (which is called the effective time limit) is determined by each ophthalmologist and is a period of 3 months or 6 months.

**[0004]**

**[Problems the invention is intended to solve]** However, in the sales method for disposable contact lenses described above, when repurchase is to be made, it is necessary to go to the contact lens sales dealer. It has been pointed out that this is a troublesome procedure.

Further, repurchase may be forgotten in the course of a busy daily life so that the reserve supply runs out.

[0005] This invention was developed for the purpose of eliminating such problems of the existing sales method. Its first objective is to provide a sales system and sales method whereby the desired quantity of disposable contact lenses can be repurchased in a timely way without inconvenience and when necessary.

[0006] Further, the second objective of this invention is to provide a sales system and sales method of superior convenience to the user whereby, in addition to achieving the first objective described above, peripheral management is automatically performed after the initial purchase when a disposable contact lens is purchased in the course of repurchases of lenses by the user and re-examination by the ophthalmologist.

[0007] [Means for solving the problems] The sales system of this invention for the purpose of achieving the first objective described above is characterized in that it is a sales system for disposable contact lenses that is provided with a receipt step in which purchase information from the user that has been sent through the agency of a communications network, a storage step in which the user's prescription information is stored in advance by the ophthalmologist and a management step in which sale of the aforementioned contact lens is managed on the basis of aforementioned purchase information and the aforementioned prescription information.

[0008] Preferably, the aforementioned purchase information includes the purchaser's name and the purchase date. The aforementioned management step is provided with a retrieval step that retrieves a prescription that conforms to the aforementioned purchaser name from the information on the aforementioned prescription, a time limit evaluation step that includes the information on the prescription that has been retrieved by the aforementioned retrieval step and that evaluates whether or not the aforementioned purchase date is within the effective time limit set by the ophthalmologist and an approval-denial instruction step that approves purchase of the aforementioned contact lens when it has been evaluated by the time limit evaluation step that the aforementioned purchase date is within the effective time limit and that denies purchase of the aforementioned contact lens when it has been evaluated that the aforementioned purchase date exceeds the aforementioned effective time limit.

[0009] Further, the aforementioned management step is provided with an approaching time limit evaluation step that evaluates the information on the prescription that the aforementioned storage step has stored from the standpoint of whether or not the aforementioned effective time limit is drawing close and with a notification step that

notifies the user of the prescription that is the object of evaluation that the effective time limit of the prescription is approaching together with the ophthalmologist's examination guidelines when it has been evaluated by the aforementioned proximity evaluation step that the aforementioned effective time limit is approaching. By this means, the second objective described above is achieved.

[0010] For example, the management step described above is provided with an approaching time limit evaluation step that evaluates the information on the prescription that the aforementioned storage step has stored from the standpoint of whether or not the aforementioned effective time limit is drawing close and with a notification step that notifies the user of the prescription that is the object of evaluation that the effective time limit of the prescription is approaching together with the ophthalmologist's examination guidelines when it has been evaluated by the aforementioned proximity evaluation step that the aforementioned effective time limit is approaching. By this means, the second objective described above is achieved.

[0011] Further, as an example, the aforementioned communications network is the Internet and said sales system is a server system that is established on the aforementioned Internet.

[0012] In order to achieve the first objective described above the sales system of this invention is characterized in that it is a sales system for disposable contact lenses, in that it receives and stores in advance purchase information from the user that is sent through the agency of a communications network and in that sale of the aforementioned contact lenses is managed on the basis of the information on the user's prescription from the ophthalmologist and of the aforementioned purchase information.

[0013]

[Mode of execution of the invention] We shall now describe one mode of execution of this invention on the basis of the appended figures.

[0014] The contact lens sales system of this mode of execution is realized by a server system that is constructed on the Internet as a communications network.

[0015] Here, the contact lens that is the object of sale is a soft type so-called disposable contact lens. The time limit for disposal of a contact lens is, for example, a unit of 1 day or 2 weeks. As will be described subsequently, the user is not limited to contact lenses but can also purchase articles for eye care such as eye drugs and medicinal drugs for external use.

[0016] First, we shall present an outline of the contact lens sales method in which this sales system is used,

[0017] First, the user who uses this sales system is examined by an ophthalmologist and obtains a prescription. The user then reports the prescription to the store of a sales dealer who handles this sales system by such means as mailing, a facsimile transmission or carrying it by hand. The sales dealer registers the prescription in the sales system electronically and the first order for the contact lenses is received from the user by internet or by the store. The sales dealer forwards the contact lenses in accordance with the order to the origin of the user at the store or by such sending means as mailing to the user's home.

[0018] Because the condition of the eyes such as visual capacity tend to change and examination at fixed intervals is desirable, a fixed effective time limit (for example, 3 months or 6 months) is usually set by each ophthalmologist on the prescription that the ophthalmologist prescribes. When the time is within the effective time limit, the user (patient) can directly repurchase (supplementary purchase) contact lenses from the sales dealer on the basis of the prescription that has already been submitted.

[0019] With this sales system, the contact lenses can also be repurchased via the internet on the basis of the prescription that has been electronically registered by the sales dealer. By this means, the convenience of the user at the time of purchase is increased. Further, not only is repurchase possible, but other types of services to be described subsequently can be added so that the convenience of the user is further increased and management of repurchase of contact lenses by the user can be accessed.

[0020] Because of the simplicity of management of this sales system, it can be operated as a member-made system.

[0021] Figure 1 shows the outline of the hardware of this sales system and Figure 2 shows an outline of management by the system.

[0022] This sales system, as shown specifically in Figure 1 is comprised of the server system 1. This server system 1 is connected to the internet 2 as a communications network to the personal computers 3A, 3B and so on of the users as clients (hereafter referred to as client terminals). The server system 1, for example, is operated by the sales dealer who provides the contact lens sales service.

[0023] With this server system 1, a web site that provides this contact lens sales service is set up functionally. In terms of hardware, the server system 1 is provided with the router 11, which is connected to the internet and is also provided with the load dispersion device 12, a web server array comprised of several web servers (hereafter called web servers) and a data base 14 that are connected to the router in that order. Each server 13A (13B, etc.) of the web server 13 cooperates with other servers and executes various types of management processing such as confirmation processing, purchase receipt processing (including confirmation processing) sales processing, effective time limit processing and user on-hand stock processing for the user as described in Figures 2 and 3 to be discussed subsequently. This processing includes processing of data references and data writing to the data base 14 and communication control processing between the client terminals 3A, 3B and so on.

[0024] For this purpose, each server 13A (13B and so on) is provided with a storage medium M as a storage medium in which the application software for executing this processing is stored. This application software operates on the operating systems (OS) of the servers 13A, 13B and so on.

[0025] The data base 14 is provided with the multiple data base units 14A and 14B. While backing each other up, they perform data storage and updating relating to contact lens sales on the basis of commands from the web server 13.

[0026] The internet 2, which serves as the communications network, is in charge of two-way communications between the server system 1 and the client terminals 3A, 3B and so on of an unspecified multiple number of users on the basis of a specified communications protocol.

[0027] On the other hand, the user client terminals 3A, 3B and so on are comprised of personal computers, which are widely used, and, for example, are connected to the network 2 from a provider not shown in the figure by a public line or a dedicated line. Of course, the client terminal 3A (3B and so on) may also be connected to the internet. A browser for the purpose of perusing the web site is installed at each client terminal 3A (3B, and so on). By operating this browser, the user can access various types of web sites on the internet 2 through the agency of each client terminal 3A (3B, and so on). By this means, it acts as a serve-and-access system that executes two-way communication between the user and the server system 1 on the basis of specified communications protocols. Because contact lenses are handled as products made on the basis of the diagnosis and prerequisites of a physician,

each client terminal 3A (3B, and so on). By this means, it acts as a serve-and-access system that executes two-way communication between the user and the server system 1 on the basis of specified communications protocols. Because contact lenses are handled as products made on the basis of the diagnosis and prerequisites of a physician, the user is an individual.

[0028] Next, we shall describe the operation of this sales system with primary reference to the processing of sales management shown in Figures 2 and 3.

[0029] The web server 13 stands by while an evaluation is made of whether or not there is access from each client terminal 3A (3B, and so on) of the users. When there is user access from a certain client terminal 3A, the web server 13 displays the top screen of the web site of this sales service in client terminal 3A (see steps S1 and S2 in Figure 2 and Figure 4).

[0030] Figure 4 shows this top screen. An explanation of the content and the contract terms of the sales service together with the windows W1 and W2 into which the user's ID number and password are input are set. Because this sales system uses member control, the ID number and password are set in advance by registration processing. The member number, which is issued independently by the sales agent or the health insurance number that is recorded on the prescription is used as the ID number.

[0031] For this reason, the user inputs the ID number and password from the top screen and it is sent to the web server 13 (step S3). The web server 13, which has received this sent information, references the user registration information (information specifying the individual, prescription information, account information, etc., which has been stored in step P1), performs confirmation processing and evaluates whether or not the user is registered (steps S4 and S5). When this is not confirmed by this processing, the web server 13 performs notification to client terminal 3A that member registration should be prompted (step S5N).

[0032] When confirmation processing has been passed, the user's ID information is sent to validation processing of the prescription (step S6). Specifically, the web server 13 references the user's prescription information that is stored in advance in the data base 14 (having been stored in step P2) and evaluates whether or not there is a user prescription that can be accessed in this information (step P7).

[0033] When this evaluation is NO, i.e., when the pertinent prescription does not exist, client terminal 3A is notified to this effect (step S7N). On the other hand, when

the evaluation is YES, i.e., when the pertinent prescription exists, the web server 13 evaluates whether or not the prescription that is being accessed on this occasion is within the effective time limit (effective time limit: a fixed period determined by the ophthalmologist) (step S8).

[0034] When this evaluation is NO, the web server 13 displays a screen to the client terminal 3A to the effect that "The effective time limit of the prescription has been exceeded; therefore, reexamination by the ophthalmologist is advised" (step S8N). Figure 5 shows an example of this screen. On the other hand, when it has been confirmed by the evaluation in step S8 that the prescription is within its effective time limit (YES), the web server 13 displays the purchase screen to the client terminal 3A (step 9).

[0035] Figure 6 shows a schematic diagram of an example of this purchase screen. As can be ascertained from this figure, window W3, into which the name of the lens product (disposable and number of days type) is input, window W4 for the lens unit price, window W5 in which order quantity is input, window W8 for the lens total, window W7 for the mailing address and window W9 for the date on which sending is desired are displayed on the purchase screen. When the user, for example, inputs pulldown type for the lens brand name in window W3, the unit price which is the member price which is interlocked with this is automatically displayed in window W2. Further, when the quantity is input in window W5, the total amount of money is automatically calculated and is displayed in window W8. The minimum ordering number is set for quantity. This minimum ordering number may be taken as the sales unit, or, when the minimum ordering number is exceeded, the desired number to be ordered can be input and set.

[0036] As examples of the mailing address, residence, workplace or nearby convenience store may be designated. The time that the user desires (date and morning or afternoon) that delivery is desired can be set as the desired delivery date.

[0037] An advertisement W9 (for example, a banner advertisement) for various types of eye care products (for example, topical ophthalmologic drugs of the Medicinal Drug Department) can be displayed on the purchase screen shown in Figure 6. For this, windows W10 to W13, by which it is possible to order eye care products, are displayed on the purchase screen. When an eye care product has been ordered, its price and the contact lens price are totaled and the total is displayed in window 14. When an eye care product is not ordered, the total amount = price of the contact lens.

[0038] The user performs input on the purchase screen of client terminal 13A and sends this to web server 13 (step S10). In response to this, the web server 13 receives the purchase information and evaluates whether or not the ordering number that is indicated in this information satisfies specified standards that have been determined in advance and whether or not the lens product name agrees with that of the previous time (steps S11 and S12).

[0039] In this evaluation, for example, it is presumed that, even though the remaining time up to the effective time limit of the prescription is only one week, in the case in which the ordering number is every three months (this includes the case in which there is an extremely great number of ordering numbers) there has been erroneous disposal and prevention of lens purchase amounting to several days. For this reason, the percentage of number of remaining days up to the effective time limit of the prescription and the number that it is possible to purchase is set in advance for the number of remaining days and an evaluation is made of whether or not there is an abnormality of the number to be purchased on the basis of this percentage.

[0040] When there is a YES (abnormality) confirmation in the evaluation of whether or not the number to be purchased is abnormal (step S12), the web server 13 confirms that the ordering number exceeds the standard and/or that the lens product name is abnormal and notifies the client terminal 3A to this effect (step 12Y). In response to this confirmation and notification, the user sends some response to the web server 13 (step S14). In this evaluation as well, when purchase is not approved (NO), the client terminal 13A is notified to this effect (step S14N). On the other hand, when it is indicated that purchase is possible (YES), the purchase information from the user is processed (step S15). Evaluation of whether or not the purchase discussed above satisfies specified standards, as required, may also be effected using such means of communication as e-mail, telephone or FAX or combinations thereof.

[0041] When the web server 13 makes the evaluation that there is a valid ordering number that satisfies the specified standard in the evaluation in step S12 (YES), the processing of steps S13 and S14 is skipped and a shift is made directly to order processing of the purchase information (step 15). In this order processing, the order information is sent to the data base 14 and the purchase history data of the user is updated.

[0042] After the web server 13 has performed the order processing described above (step S15), mailing of the ordered contact lenses is prepared and billing processing is performed (steps S17 and S18).

[0043] As discussed above, after the server system 1 has been accessed by the user through the agency of the internet 2, the request for mailing the lens is made and processing is performed up to billing. On the other hand, the server system 1 performs push type information providing for the user and convenience to the user is increased. Figure 3 shows an outline of this information providing processing. This processing is executed periodically, for example, each day.

[0044] Specifically, the web server 13, as shown in the same figure, reads the information of the various prescriptions of the users (members) that have accumulated in the data base 14 and evaluates whether or not the effective time limits of the prescriptions which are included in this information are approaching (steps S21 and S22). Evaluation of whether they are approaching is performed by checking whether or not the present date has reached a standard number of days (for example, 10 days) from the date of the effective time limit. When this evaluation is YES (in short, that the effective time limit is approaching), the ID information of the users of the prescriptions in question are stored (step S23). By contrast, when it is NO, this storage processing is not performed. A series of processings of approach evaluation is performed for all of the prescription information of the user that is stored at this point in time in the data base 14 (step S24).

[0045] When approach evaluation for all users is completed in this way, an indication is made to notify the user stored in step S23 of the guidance information that "the effective time limit of the prescription is approaching and it is therefore recommended that you be reexamined by the ophthalmologist" (step S25). This guidance can be provided, for example, by e-mail or it may also be provided by FAX, telephone or mail. Figure 7 is a schematic representation of an example of a screen based on e-mail. When this notification command is finished, the storage information in the data base 14 for updating this notification record is rewritten (step S26).

[0046] This approach notification may be performed several times, for example, one month before or two weeks before, the effective time limit.

[0047] Moreover, the web server 13 performs processing for prompting of sales. This processing can also be executed every day at a fixed time.

[0048] Specifically, the purchase history data of purchasers that are stored in the data base 14 are retrieved and an evaluation is made of the number of contact lenses on hand that each purchaser has (steps S27 and S28). In short, an estimate is made of whether or not the holdings on hand up to the effective time limit of

the prescription have been consumed up to a specified number. For example, when it can be estimated that the number remaining on hand is a three-week supply (step S29, YES), the pertinent user is specified. For example, the ID information is stored (step S29). This estimate and storage processing is repeated in succession for all purchasers (step S30).

[0049] Sending of notification to the users who have been listed in this way is commanded for the purpose of prompting sale (early supplementation orders) as shown, for example, schematically in Example 8. This notification may be performed, for example, by e-mail. However, such means of communication as mailing or faxing the documents or by telephoning may also be used. By means of the notification information, the sales promotion guideline records that are stored in the data base 14 are updated (step 32). Notification for sales promotion may also be performed in steps several times.

[0050] In this state of execution, functional processing by the data base and of step P2 in Figure 2 of the server system 1 constitute the storage steps of this invention. Further, the functional processing of steps S9 to S11 shown in Figure 2 that are executed by the server system 1 constitute the receipt steps of this invention. In addition, the functional processing of steps 1 to S8, S12 to S18 and Step P1 in Figure 2 and of steps S21 to S23 of Figure 3 constitute the management steps of this invention.

[0051] Because the sales system of this mode of execution is constituted and functions as described above, once the user has registered the required information (user's individual information and prescription information) in this sales system, as a result, initial purchase and subsequent repurchases of contact lenses can be ordered via the internet 2 and mailings can be received automatically.

[0052] Consequently, the time and effort of purchasing contact lenses are markedly reduced and convenience for the user can be increased. In short, the time and effort of going to a shop when the user makes an initial purchase or a subsequent repurchase are eliminated.

[0053] After the user has received member registration, prescription time limit management information (effective time limit) and holdings on hand management information can be received automatically from the system and much more reliable and convenient management can be received than when the individual performs it himself.

[0054] Of course, this invention is not limited to the structure of the mode of execution described above and it can be modified to various modes on the basis of the essential aspects of the claims.

[0055] For example, although the mode of execution described above makes combined use of member control, member control is not always necessary. Ordinary users who make purchases on the spot may be the objects and member control and non member-control may be used in combination. In this case, furnishing some special benefit (for example, a discount on the price of the contact lenses) to users who are members is desirable from the standpoint of expansion of the sales service.

[0056] In the mode of execution discussed above, the case in which the communications network was the internet was described. However, communications networks using public lines or dedicated lines or communications networks using dispatch functions from the user in BS digital broadcasts may also be used.

[0057] In the mode of execution discussed above, the client system that was used when the user accesses the web server was described as an ordinary personal computer. This personal computer may, of course, be of any type, a desktop type, a note type or a laptop type. They may be portable telephones and various types of mobile terminals having communications functions and household devices having communications functions.

[0058] Further, in the mode of execution discussed above, a device was described in which the user presents his own prescription to the sales agent. However, this invention is not necessarily limited to this form. For example, it may also be a device whereby the prescription information is sent from the ophthalmologist who made the diagnosis to the server system which the ophthalmologist manages or to the server system of the contact lens sales agent. In this case, the user retrieves his own prescription from the server system, presents it one time or repurchase ordering is performed on line.

[0059] Further, in the mode of execution described above, e-mails for confirmation of the order may be sent to the user before and after receipt of order processing in step S15 shown in Figure 2. It is desirable that effective time limit of the prescription and a note be written in this e-mail to the effect that frequent examinations by the ophthalmologist are desirable. In addition, at the time of mailing of the contact lenses, a payment statement is appended together with the product. It is desirable that the payment statement described above be prepared together with the note described above.

[0060] Further, in the mode of execution described above, billing processing was performed on line. However, the account may be paid separately so that the payment statement is appended together with the bill.

[0061]

[Effect of the invention] As described above, this invention provides a sales system and sales method whereby disposable contact lenses can be repurchased in a timely way without taking time and when required and that is extremely convenient for the user.

[0062] In addition to the effect described above, a sales system and sales method can be provided whereby peripheral management is facilitated and labor is saved after the initial purchase when a disposable contact lens is purchased in the course of repurchases of lenses by the user and re-examination by the ophthalmologist.

**[Brief Explanation of the Figures]**

[Figure 1] This is a block diagram that illustrates the outline of the contact lens sales system that is a mode of execution of this invention.

[Figure 2] This is a flow chart that illustrates, in conjunction with Figure 3, an outline of the processing involved in the sales management that is executed by the sales system.

[Figure 3] This is a flow chart that illustrates, in conjunction with Figure 2, an outline of the sales processing that is executed by the sales system.

[Figure 4] This is a schematic diagram that shows an example of the top screen that is displayed on the client terminal.

[Figure 5] This is a schematic diagram of the screen that displays the effective time limit cutoff that is displayed on the client terminal.

[Figure 6] This is a schematic diagram that shows an example of the purchase screen that is displayed on the client terminal.

[Figure 7] This is a schematic diagram of a screen example that notifies that the effective time limit of the prescription is approaching.

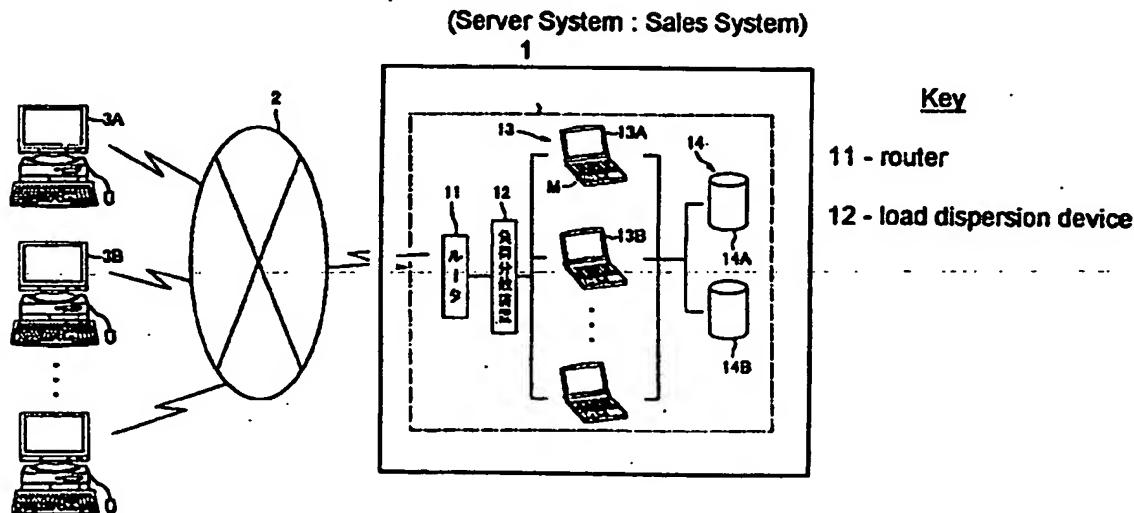
[Figure 8] This is a schematic diagram of a screen example for sales prompting that prompts a supplementary order that is displayed on the client terminal.

**[Explanation of Symbols]**

- 1 server system (sales system)
- 2 Internet (communications network)
- 3A,3B user's personal computer (client terminal)
- 13 web server
- 14 data base

[NOTE: Figures are presented in the order they appear]

**[Figure 1]**



[Continued from previous page...]

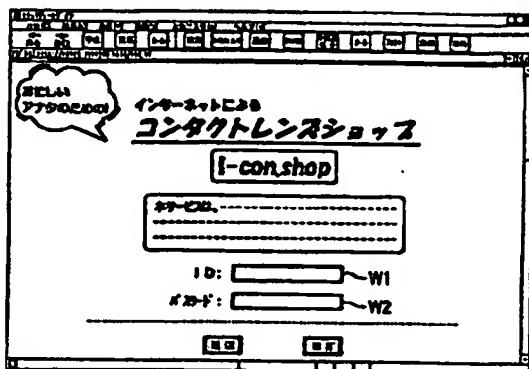
[GENERAL NOTE:

In the "screen" figures, only the main text is translated.

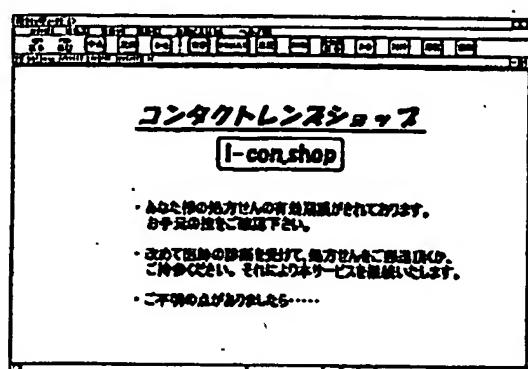
Small icons are printed too small to be read accurately.

HOWEVER, bottom two icons are: Send Correction in all screens below]

[Figure 4]



[Figure 5]



[in balloon]: For a busy person like you!

Contact Lens Shop  
by internet

i-con shop

This service .....  
.....

ID:  W1

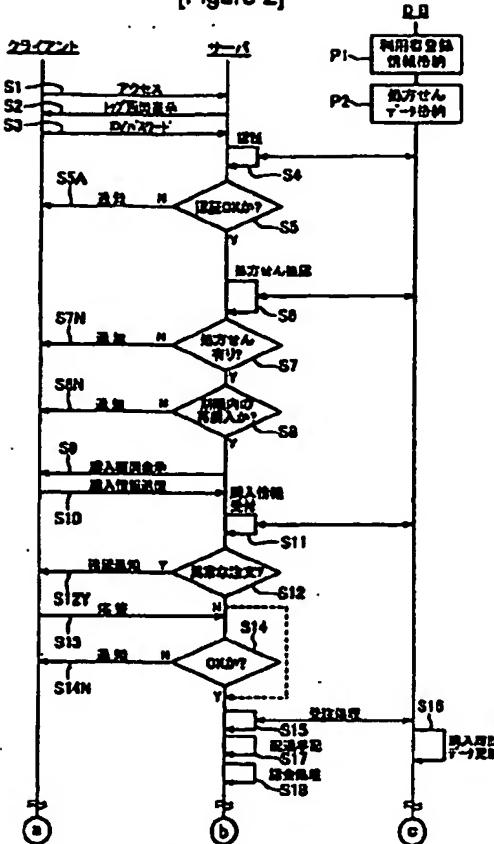
Password:  W2

Contact Lens Shop

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- The effective time limit of your prescription is coming up.  
Please confirm the reserve you have on hand.
- Please visit your physician again for an examination and mail or bring along your subscription. By this means, this service will be maintained.
- If there is anything about which you are not clear .....

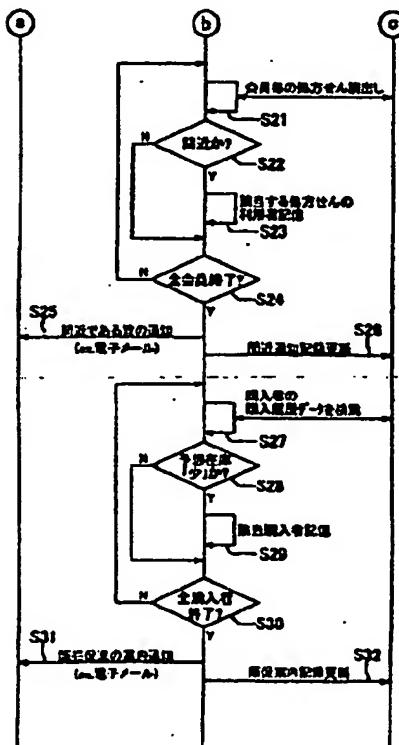
[Figure 2]



[NOTE: keyed by position in the figure and in conjunction with designating symbols]

Client	Server
(S1) access	(P1) User registration information housing
(S2) top screen display	(P2) Prescription data housing confirmation
(S3) ID/password	(SSA) confirmation OK? (S5)
(SSA) notification	prescription confirmation
(S7N) notification	is there a prescription? (S7)
(S8N) notification	is repurchase within time limit? (S8)
(S9) purchase [Illegible] indication	
(S10) purchase information transmission	purchase information received
(S12Y) confirmation notification	abnormal order?
(S13) response	
(S14N) notification	Order receipt processing (S15)
	(S16) Purchase history data update
	Sending memo (S17)
	Billing processing (S18)

[Figure 3]



[NOTE: keyed by position in the figure and in conjunction with designating symbols]

prescriptions of each member are read (21)	
is [time] getting close? (S22)	
user record for pertinent prescription (S23)	
all members completed? (S24)	
(S25) notification that [time] is getting close (ex. e-mail)	(time) getting close notification record update [S26]
	purchase history data of purchaser retrieved (27)
is reserve on hand small? (S28)	
records of pertinent purchaser (29)	
all purchasers completed? (S30)	
(S31) notification of guideline for sales prompt (ex. e-mail)	
	prompt guideline record update (S32)

[Figure 6]

Contact Lens Shop

W9:

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eye care products CM

purchase

W3: lens product name; W4: unit price × W5: units = W6: total

W10: name of eye care product; W11: unit price × W12: units = W13: total

W7: mailing address; date delivery desired; W14: grand total

[Figure 7]

Contact Lens Shop

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Guidelines

We are truly ..... for your use of this service

- There are 10 days remaining until the effective time limit of your prescription (time limit: year, month, day). We recommend that you visit your physician as soon as possible for a reexamination.
- When you have received your prescription please mail it or bring it with you. It may also be FAXed.

[no bottom send and correction icons]

[Figure 8]

Contact Lens Shop

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Guidelines

We are truly ..... for your use of this service

- Is your reserve supply of contact lenses running low? It is recommended that you put in a supplementation order as soon as possible.
- For your reference, the effective time limit of your prescription is  
year, month, day

[no bottom send and correction icons]